



Wisconsin Main Street Case Study Organization

Neighborhood Ambassador Program Lincoln Village, Milwaukee

Urban Main Street Programs always strive to establish cleaner, safer, and more aesthetically appealing commercial districts. The Lincoln Village Business Association (LVBA) on Milwaukee's south side is doing just that. One project that has helped the LVBA to reach this goal is the Neighborhood Ambassador Program. LVBA and its community development partners, Milwaukee Alliance and Southside Organizing Committee, are teaming up to make this project successful in the Lincoln Village Main Street District. The City of Milwaukee Block Grant funds provided a grant to bring the Neighborhood Ambassador services to the area.

Modeled after Milwaukee's Downtown Public Service Ambassadors program, the volunteer neighborhood ambassadors, recruited through the AmeriCorps Program, help improve key commercial areas, and provide a visible presence associated with public safety and cleanliness. They also provide information to the public and act as liaisons to the local businesses.



Key activities for the first summer in the Lincoln Village district included litter clean ups, graffiti removal, sidewalk cleaning, and landscaping. Ambassadors will also act as mediators with police and other departments regarding specific concerns.

On a citywide scale, the Milwaukee Alliance started the Neighborhood Ambassador Program in 2002 with five ambassadors working 20 weeks. In the first year of the program, the Ambassadors logged 370 hours picking up litter in 202 commercial blocks and 80 hours removing weeds. A total of 69 businesses were contacts and 68 graffiti markings were removed. Since that time the program has expanded.

In the Lincoln Village Main Street District, the response from business owners has been extremely positive. They have expressed how much cleaner and safer the district is.